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The Role of Shopee Video in Shaping Affiliate Marketing Strategies for Shopee

ABSTRACT

One of the latest features on the Shopee application is Shopee Video. In this digital era, Shopee Video is one of Shopee's efforts to help sellers create and share short videos to promote their products. Sellers can showcase their products in more detail and attractively using videos, which allows them to increase awareness and communication with customers. The Shopee Video feature was launched in 2020 and has become a popular feature with many sellers creating diverse content. Besides sellers, Shopee Video also attracts Shopee affiliates. Shopee affiliates are individuals who work by promoting Shopee products and earn commissions for each product sold through their promotions. With engaging short videos, Shopee affiliates can provide clear and attractive reviews during promotions, making viewers want to buy the products featured in the videos. Thus, Shopee Video has helped sellers and affiliates in promoting products, increasing sales, and improving communication with potential buyers.

Keywords: Shopee Video, Product Marketing, E-Commerce, Online Sales.

Introduction

Digital marketing refers to the continuously evolving methods and processes that utilize digital technology and the internet to dynamically promote products or services (Ayu et al., 2023). With technological advancements, geographical boundaries no longer limit interactions with customers. Saura, Palacios, and Barbosa (2023) argue that digital marketing can reach a broader and more diverse audience. The internet enables companies to expand their geographical reach, allowing them to connect with customers worldwide at a lower cost than traditional methods (Setiawan et al., 2024). Digital marketing leverages the digital realm throughout various stages, including pricing determination, idea generation, planning, execution of advertising concepts, and distribution using various media for branding purposes (Abdul Aziz, 2020).

Significant changes in marketing strategies have evolved with the development of various social media e-commerce platforms, such as Shopee, Tokopedia, Lazada, Bukalapak, Blibli, Zalora, and many others. According to a survey by Snapcart Indonesia, the most favored affiliate program among respondents is the Shopee affiliate program, which holds a percentage of 68% (Wiliandry, 2023). One of the increasingly popular features on Shopee is the Shopee affiliate program, which includes the latest addition, Shopee video. This feature serves as a platform for Shopee affiliates to engage with potential buyers through video content. Users have the option to watch videos as viewers or create videos as content creators. Within this feature,

users can follow creators, like, comment, and share the videos they find appealing. Shopee video enables affiliates to communicate with prospective buyers through videos, allowing them to provide product reviews while earning commissions on sales showcased in the videos they create as part of the Shopee Affiliate program (Erfiana & Purnamasari, 2023).

The Shopee Affiliate program invites all users ¹to earn additional income by promoting Shopee products through their social media accounts, Shopee video, and Shopee live. Affiliates have the freedom to create unique, creative, and engaging content about the products they promote, provided they adhere to Shopee's requirements. The content created by affiliates serves as the primary tool for selling to the audience using digital media, capturing their interest and encouraging them to make purchases as customers. Digital content is produced regularly and can include images, two-dimensional photos, videos, and more (Setiawan et al., 2024).

The Shopee Affiliate program is an example of affiliate marketing, which involves promoting products or services from specific brands and earning a commission from each purchase made when customers click on the links shared by the affiliates and access the company's website (Almaiddah et al., 2025). Data from Rakuten Advertising indicates that 80% of brands utilize affiliate marketing (Asri, 2024), demonstrating its effectiveness in boosting product sales. This research aims to analyze the role of Shopee video as the latest marketing strategy for Shopee affiliates to enhance sales. Therefore, this study also seeks to contribute to the development of effective marketing strategies through Shopee video.

Affiliate marketing is a performance-based marketing technique that rewards affiliates with commissions based on the sales generated from the referrals they advertise (April et al., 2025). Susanto (2022) states that affiliates have the freedom to create and upload content on any media platform. The platforms used by affiliates contribute to facilitating sales that benefit customers. Additionally, digital influencers play a significant role in shaping online shopping trends, influencing buyers' decisions when making purchases.

METHOD

This scientific paper adopts data from various references to aid in problem formulation, including online edition journals, scientific articles, and literature sourced from the internet. The writing method employed is qualitative literature review, aimed at understanding the role and marketing strategies of Shopee video by utilizing selected information that is logically and systematically arranged based on the analyzed data relevant to the topic. Qualitative research seeks to comprehend phenomena by investigating, discovering, and describing qualities that cannot be quantitatively measured, focusing on non-numeric aspects (Nurrisa & Hermina, 2025). This method is applied to identify patterns, causal relationships, and trends that have defined goals. Additionally, the preparation of this scholarly work is supplemented by

interviews with active Shopee affiliates using Shopee video as a primary feature for promoting Shopee products. An interview is defined as a collaborative process between the interviewer and the informant aimed at obtaining information that supports problem formulation in qualitative research (Mita, 2015). Results from these interviews serve as a validation analysis of the references used to strengthen the completion of this scientific work.

Result and Discussion

Based on the interview results, affiliate marketing through the Shopee video feature plays a significant role in promoting products, leading to considerable sales increases. This demonstrates that marketing via digital platforms is an effective method for achieving marketing objectives. Understanding the characteristics of social media and consumer behavior in this digital era strengthens relationships with customers. A key advantage of digital marketing is that more people are increasingly using the internet to search for information about products, services, and goods online rather than relying on offline vendors (Gunawan, 2014). This indicates that business transformation in the digital age refers to changes in operational methods and innovations as a response to advancements in information technology. In the long term, this can foster strong relationships and interactions with customers (Sugiyanti et al., 2023). Shopee affiliates can reach potential buyers more easily using engaging video content, effectively persuading customers with the reviews they produce. In its development, affiliate or influencer marketing can be analyzed from two theoretical perspectives:

a. Trust and Source of Information

This theory posits that trust can influence attitudes and beliefs. In the context of social media, followers are likely to trust the information provided by influencers, which can significantly impact their purchasing decisions.

b. Celebrity and Celebrity Effect

This theory assumes that influencers have the ability to build interactions with their followers through personal, interactive, and authentic content, which can affect consumer behavior and preferences.

Referring back to the role of Shopee video in the context of digital marketing, this research outlines several significant contributions to enhancing its marketing strategy:

a) Shopee video can convey information through narrative formats, making it easier for

audiences to understand and receive the message.

b) The content within Shopee video helps build store branding; engaging content encourages audiences to follow the profiles of Shopee video creators.

c) The comment feature on Shopee video allows users to interact with creators regarding product information presented in the videos.

d) Shopee video provides options for stores selling the same products, enabling the inclusion of up to six products per video, which can boost conversion rates.

e) By uploading videos to the Shopee video feature, stores can increase traffic through exposure that reaches a broader audience, giving shared content the potential to go viral.

According to Riyan Abdul Aziz (2020), as affiliates, it is essential to understand several fundamental stages involved in creating digital marketing content:

1. Understanding the Product or Brand

The initial step in content creation is to grasp the strengths and weaknesses of the product or brand being promoted.

2. Identifying the Audience

At this stage, affiliates should select the audience by considering who would be interested in the product or brand, taking into account factors like hobbies, age, gender, occupation, and more.

3. Choosing Digital Media

Affiliates need to determine which media platforms will be used for promotion at this stage.

4. Deciding on Content Type

It is crucial to establish what type of content will be created, such as text, video, design, etc.

5. Brainstorming

In this stage, affiliates should gather numerous examples related to the content they plan to create, examining concepts, sizes, colors, and other aspects.

6. Action

Once all stages are completed, the ideas should be translated into the final concept that will be developed.

The informant in this study shared several strategies for Shopee video creators that can assist newcomers in reaching their target audience:

1. Consistency

Average sellers post one video per day. Affiliates should aim to exceed this frequency by uploading at least 2-3 videos daily. According to the informant, maintaining consistency is one of the toughest challenges for novice creators, so it's advisable to prepare 5-10 videos in advance before the scheduled upload time.

2. Building Interaction

Capturing the audience's attention within the first three seconds of the video is crucial. Unlike other platforms, Shopee video is not limited by a specific content theme. Creators can produce a variety of videos, provided they adhere to Shopee's guidelines.

3. Increasing Hashtag and Voucher Usage

Including relevant hashtags in videos can extend their reach to potential customers. Specifically for Shopee video, the platform offers a 5% discount voucher for purchases made through this feature. Additionally, Shopee provides various vouchers to affiliates as incentives to continually attract prospective buyers.

4. Improving Content Quality

After focusing on consistency, interaction, and hashtag usage, affiliates should also enhance the quality of their content. This includes improving background settings, sound, resolution, and the tools used to create videos, ensuring that the output appears professional and engaging. High-quality content will help retain viewer interest and build loyalty toward the creator.

5. Content Duration

Videos should ideally have a duration of 15-60 seconds to ensure that information reaches the audience effectively.

The analysis of video in the context of digital marketing, particularly Shopee video, highlights the goal of affiliates or creators to achieve virality. Virality refers to the rapid spread of content that attracts significant interest from many people, whether it be a video, image, or text shared over the internet (Isnawati, 2022). This characteristic is particularly prevalent among Generation Z, who are easily drawn to unique and trending content (Kurniawati & Abidin, 2024). In the realm of digital marketing, viral marketing serves as a strategy to disseminate information about a product or service, be it through word-of-mouth or online platforms.

Here are several advantages of viral marketing that make it an effective technique for

affiliates:

a) Easier Audience Reach

Viral content enables affiliates to connect with a wide audience across various levels and locations, eliminating barriers to who can view the content. This aspect makes it easier for novice affiliates to potentially succeed as content creators.

b) Low Cost

The expenses associated with viral marketing are minimal. Creators simply need to upload the promotional content or video on social media platforms.

c) Enhanced Brand Awareness

Successful viral marketing involves creating engaging content that includes interesting information, which can significantly increase brand awareness.

d) Audience Participation

Without prompting, audiences often take the initiative to share content that resonates with them, assisting in the expansion of marketing efforts.

In practice, the function of viral marketing within the Shopee video strategy can be elaborated as follows:

a) Viral marketing has the potential to attract audience interest in promoted products through memorable, unique, and entertaining video content. This can inadvertently lead audiences to engage with the brands showcased in the videos, resulting in increased brand awareness.

b) The relationship between viral marketing and Shopee video enables affiliates to reach a wide audience while saving time and marketing costs.

c) Loyal followers of Shopee video content indirectly build brand loyalty toward the promoted products once the shared videos go viral. In this way, viral marketing can encourage potential buyers to continue following additional video content.

Conclusions

Based on this research, Shopee video supports affiliates in enhancing Shopee product sales. By utilizing the Shopee video feature, affiliates can promote products with detailed, concise, and engaging reviews, thereby increasing buyer interest through video content alone. The analysis shows that viral marketing is a strategy employed by both affiliates and content creators in digital marketing, applicable to Shopee and other e-commerce platforms. This approach effectively facilitates interaction with a wide audience, with shared content providing clear information to achieve specific goals or targets. Therefore, with the right and effective strategy implementation, Shopee video is expected to continue evolving, and affiliates should pay close attention to the content they share in order to boost Shopee product sales.

Additionally, this research hopes that its findings can serve as a reference for understanding the role and recommending affiliate marketing strategies for Shopee video, alongside other methods aimed at assessing the impact of implementing viral marketing techniques within their digital marketing efforts.

References

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